

MAR 10 2015

SENATE RESOLUTION

URGING THE HAWAII TOURISM AUTHORITY TO COORDINATE WITH THE
HOSPITALITY INDUSTRY TO CREATE A MORE WELCOMING ENVIRONMENT
FOR CHINESE VISITORS.

1 WHEREAS, the tourism industry constitutes the largest
2 single contributor to the State's gross domestic product,
3 representing approximately 21 percent of its economy; and
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5 WHEREAS, Hawaii's top four visitor markets have
6 traditionally been the western United States, eastern United
7 States, Japan, and Canada; and
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9 WHEREAS, in terms of visitor days among the top four
10 markets in 2013, the U.S. West and U.S. East showed flat growth,
11 while Japan and Canada showed only modest gains; and
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13 WHEREAS, in contrast, visitor days from Hawaii's Other Asia
14 tourism market (excluding Japan but including China, Korea,
15 Taiwan, Hong Kong, and Singapore) increased by 16.5 percent; and
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17 WHEREAS, it is important for the State to diversify its
18 visitor markets so that weakness in a particular market at any
19 given time can be offset by strength in another; and
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21 WHEREAS, a particularly-promising source of visitors for
22 Hawaii is the Chinese market; and
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24 WHEREAS, as the economy of China--already the world's
25 second-largest economy--continues to grow, more members of that
26 nation's emerging middle class will be able to afford to travel
27 overseas; and
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29 WHEREAS, in 2013, approximately 97,300,000 Chinese traveled
30 abroad, about 1,800,000 of whom visited the United States, and
31 of these visitors, 125,011 arrived in Hawaii and spent an



1 average of \$394 per person per day, the highest among all
2 visitor groups, including the Japanese; and

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4 WHEREAS, since November 1, 2012, residents of Taiwan have
5 been able to travel to the United States under the Visa Waiver
6 Program; and

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8 WHEREAS, on November 10, 2014, the governments of the
9 United States and China announced that the two nations would
10 begin granting visas to each other's citizens valid for up to a
11 decade; and

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13 WHEREAS, nonstop air service to Hawaii has grown
14 significantly from Asia recently, including re-established
15 service from Taipei, new service from Beijing, and expanded
16 service from Shanghai; and

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18 WHEREAS, although the absolute number of Chinese travelers
19 to Hawaii is currently a fraction of the number of Japanese
20 visitors to the State, the Chinese market is booming and poised
21 to experience further growth while the Japanese market has
22 plateaued and may decline; and

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24 WHEREAS, over the past few decades, the hospitality
25 industry in Hawaii has gained valuable insights and experience
26 regarding the preferences and expectations of Japanese travelers
27 and has worked diligently to create a welcoming environment for
28 them; and

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30 WHEREAS, as they have with Japanese visitors, it is
31 crucially important that hotels, restaurants, stores,
32 attractions, and other tourism-related businesses in Hawaii take
33 measures to meet the unique needs and expectations of Chinese
34 visitors; now, therefore,

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36 BE IT RESOLVED by the Senate of the Twenty-eighth
37 Legislature of the State of Hawaii, Regular Session of 2015,
38 that the Hawaii Tourism Authority is urged to coordinate with
39 trade organizations, including the Hawaii Lodging and Tourism
40 Association, Hawaii Restaurant Association, Hawaii Visitors and
41 Convention Bureau, Hawaii Transportation Association, and others



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1 in the hospitality industry, to create a more welcoming
2 environment for Chinese visitors; and
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4 BE IT FURTHER RESOLVED that all tourism-related businesses
5 in Hawaii are urged to, among other things:
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7 (1) Hire additional Chinese-speaking staff;
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9 (2) Provide training in Chinese culture to staff; and
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11 (3) Make greater use of the Chinese language in signs and
12 other written materials; and
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14 BE IT FURTHER RESOLVED that certified copies of this
15 Resolution be transmitted to the Governor and the interim
16 President and Chief Executive Officer of the Hawaii Tourism
17 Authority.
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OFFERED BY:

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